3·24 The Collector's Magazine

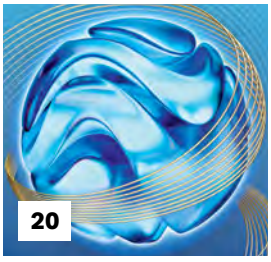
# Focus on stamps

*Swiss beauties*

**Focus**

**A visit to the Brändi foundation**

Passionate crypto philatelist



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You can scan stamps via this icon with the Post-App. Read more on page 27.

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Photo: Yosia Christen

# Who invented it?

With this question, the ads for a brand of herbal sweets attained cult status. While the slogan is mainly known in the German-speaking world, the product itself is exported to over 45 countries. Which world-famous Swiss inventions come spontaneously to your mind? The pocket knife, of course, an absolute classic. If you read Focus on stamps regularly, you will know that the hook and loop fastener is also "Made in Switzerland". With the stamp set on Swiss inventions, Swiss Post pays tribute to the creative power of innovative individuals. Like Karl Zysset, for example, who developed the garlic press around 1950. What does this have to do with a bicycle? Find out on page 4. I'll admit to being somewhat taken aback by Zysset's story, especially as I'd never heard of him before. But I'm less surprised by Switzerland's innovative strength. According to the Global Innovation Index, we have been in first place for years now. Maybe partly because we lack natural resources, and that forces us to be inventive? Sometimes ideas also come about by chance – such as the Jet d'Eau fountain. The Geneva landmark features in one of the designs in the new series of stamps on Swiss attractions (p. 6), which draw visitors from all over the world. And which are maybe pinned up as a postcard somewhere in somebody's kitchen, inspiring them to go travelling as they press their garlic. In any event, I hope you very much enjoy reading this issue.

Stefan Bühler
Head of Stamps & Philately – Swiss Post

# Modelled on a bicycle brake

**What does the garlic press have to do with the bicycle? The inventor of the kitchen utensil, a Swiss bicycle mechanic by the name of Karl Zysset, was inspired by the principle of the brake lever.**

Whether it's a fondue, a hearty risotto or an Indian lentil curry, garlic adds a certain depth and zest to many dishes. But its intense flavour isn't always what you want – if you like to cook with fresh garlic, you might want to go to the soap dispenser a couple of times after chopping it to get the strong lingering smell off your hands. The garlic press is faster and more practical: simply put the whole clove in, squeeze the handle and job done. This clever chopping aid is a Swiss invention found in households all over the world – reason enough to dedicate a place in the set on Swiss inventions to this successful kitchen utensil (after the hook and loop fastener in 2023, the Barryvox in 2022 and the Menzi Muck in 2021).

**Everything under control**

The history of the garlic press begins at the end of the 1940s, when Karl Zysset (1907–1988) is running a bicycle shop in Lyss (BE). In 1948, inspired by the principle of the handbrake, he tinkers with ideas for a tool for pressing garlic cloves. The curved handle on his first model is made of aluminium and is held in the hand in the same way as the bicycle brake levers of the time. The difference: "For the brake, the force from pressing together is transferred to a bowden cable. For the kitchen utensil, it's different – the leverage force acts directly on the space between the two opposing pieces, so that it works as a press," explains Michael Steffens, who nowadays is responsible for products and marketing for the Zyliss brand worldwide. To prevent the garlic cloves from falling out, Zysset designed a hopper and a freely moving plunger that pushes the clove through the perforated opening.

**A handy design**

For the production and sale of his invention, Zysset puts everything on the line: in 1951, he gives up his bicycle business and founds a company named Zylyss, a combination of his last name and home town of Lyss. "His ambition was to bring enjoyment to the kitchen with technical innovations and sophisticated design," says Steffens.

Zysset's idea goes down well. In 1952, the Schweizerischer

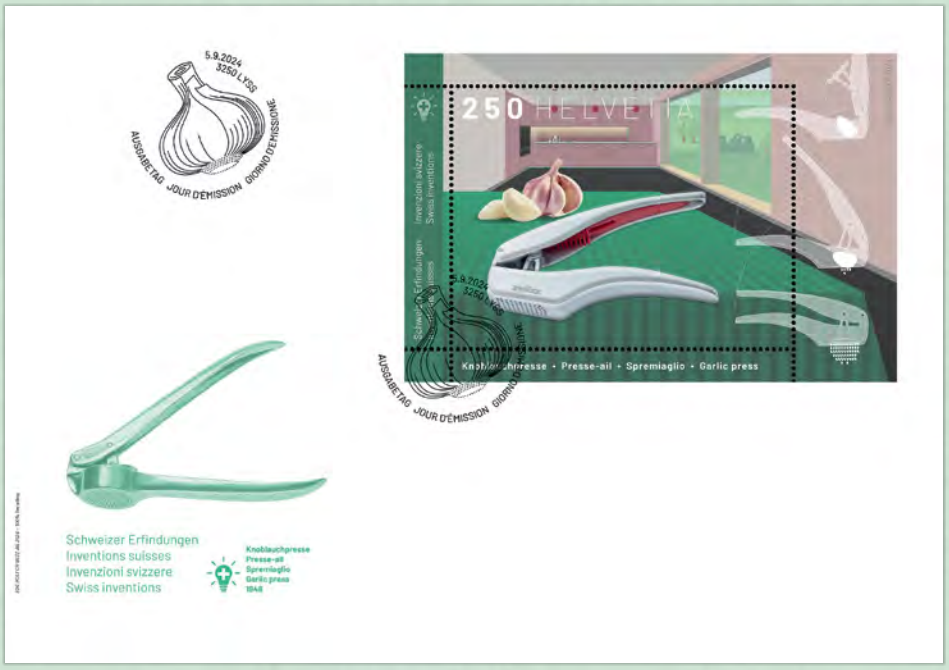
*The three generations of the "Susi" garlic press.*

Maximum card

**A unique opportunity**

This special edition combines the Susi 3 garlic press and the miniature sheet signed by graphic artist Jürg Glauser. The set is produced in a very limited edition and is only available while stocks last. Delivery within Switzerland and Liechtenstein only.

Werkbund association awards his design the "Die gute Form" prize, praising both its simplicity and impressive ergonomics. The principle behind his first model, "Susi," is still used today, although there have been a few adjustments in the two subsequent models. In addition to the modernization of materials and ergonomics, there were two main changes: "The hopper was enlarged to allow larger cloves to be pressed in one go. The popular utensil was also optimized to allow cloves to be pressed without peeling them," says Steffens, explaining its evolution. The third and current version also includes a small cleaning brush. And this model bears the name Susi as well. Where does the name come from? "That's a question we've often asked ourselves, too. The name is stamped on the first models, but I'm afraid that's all we know – it's a secret that can't be pried out," says Steffens.




Miniature sheet on first-day cover E6

Photo: Zyliss

## Products

### Stamps

**Miniature sheets**
★ A540 315 / ⊙ A540 815 / *CHF 2.50*

### Covers

**Miniature sheet on first-day cover E6**
⊙ A540 580 / *CHF 3.50*

**Covers without miniature sheet**
C6 (162×114 mm)
★ A540 700 / *CHF 0.90*
E6 (140×200 mm)
★ A540 701 / *CHF 1.00*

### Folder/collection sheet A5

★ A540 640 / ⊙ A540 650 / *CHF 3.30*

### Maximum card A6

⊙ A540 851 / *CHF 3.50*

### Unstamped picture postcard A6

★ A540 911 / *CHF 1.00*

### Special product

Special edition Garlic press and signed miniature sheet, limited edition
★ A540 980 / *CHF 24.90*
This product is not supplied with the subscription.

**Key**
★ mint / ⊙ cancelled

## Technical information

**Sales**
Philately: from 29.8.2024 to 30.9.2025 or while stocks last
Branches: from 5.9.2024 to 30.9.2025 or while stocks last

**Validity** Unlimited from 5.9.2024

**Printing** Offset, 4-colour + two-stage embossing; Gutenberg AG, Schaan, Principality of Liechtenstein

**Formats** Stamp: 73×56 mm
Sheet: 105×70 mm (miniature sheet with a stamp)

**Paper** White stamp paper, with optical brightener, matt gummed, 110 gm²

**Perforation** 12:12

**Design** Jürg Glauser, Ittigen

**Order using an order form or at postshop.ch**

# Tourist landmarks

Nature, cities and architecture – a new stamp series focuses on the most famous Swiss attractions.

*Big competition from 5 September 2024*

Scan the "Swiss attractions" stamps with the Post-App to win a luxury trip in Switzerland and other attractive prizes.

## Born of necessity

The Jet d'Eau fountain reaches a height of 140 metres, at a speed of 200 km/h. But you may not know that the origins of this Geneva landmark lie in a hydraulic problem at the end of the 19th century. As factories in the city switched off their machines every evening, the waterworks that supplied them experienced excess pressure in the network. To combat this, a safety valve capable of controlling the pressure was installed – and the first Jet d'Eau was born, serving as the template for the tourist attraction created in 1951.

## Travelling letter box

The cold-water spring of the Rigi, a central Swiss mountain massif, has made the area famous as a health resort. And a fascinating postal fact for you: during the heyday of the Rigi's hotel industry, these luxury buildings had not only their own stamps, but also their own post offices. What's more, the valley railway line from Arth to Goldau, which was closed in 1956, offered a travelling letter box. When the train stopped at a station, residents could post their letter mail. During the early days of the bus service, this vehicle was also equipped with a mobile letter box.

Special sheet

Order using an order form or at postshop.ch

Set on first-day cover C6

## Year-round skiing

In Zermatt, skiers can enjoy a view of the Matterhorn all year round. At 3,883 metres, the Klein Matterhorn is a superlative destination – the highest and largest summer ski area in Europe. And a secret tip: skiing greats from 22 countries train for the winter season on the Theodul Glacier. So, anyone who wants an autograph stands a good chance at the mountain railway station – but only in the mornings, when conditions are best on the pistes during the warmer months.

Postal cards (available in the set) and picture postcards (available individually or in the set)

## Ideal photo spot

At 136 metres long and 65 metres high, the Landwasser Viaduct carries the Rhaetian Railway's Albula line over the rugged Landwasser Valley. If the train journey over the 120-year-old bridge is too fast for your liking, you can watch it at your leisure from the viewing platform. An ideal spot for photos, as the six-arched structure looks even more impressive from below. The platform is a 10-minute walk from the "Landwasserviadukt" car park, and the Landwasser Express – a little choo-choo train – runs from Filisur railway station during the summer.

### Postal stationery

Set of four postal cards, relevant face value and CHF 1.00 each for the cards
★ A542 841 / ⊙ A542 846 / *CHF 10.60*

### Picture postcards A6

"Swiss attractions" picture postcards
at CHF 1.00 each
Geneva / ★ A542 912
Landwasser Viaduct / ★ A542 913
Rigi / ★ A542 914
Zermatt / ★ A542 915

Set of all four cards / ★ A542 911 / *CHF 4.00*

## Products

### Stamps (self-adhesive)

**Sheet of 10 stamps**
**1.00 Geneva**
★ A542 361 / ⊙ A542 381 / *CHF 10.00*
**1.20 Landwasser Viaduct**
★ A542 362 / ⊙ A542 382 / *CHF 12.00*
**1.90 Rigi**
★ A542 363 / ⊙ A542 383 / *CHF 19.00*
**2.50 Zermatt**
★ A542 364 / ⊙ A542 384 / *CHF 25.00*

**Set**
★ A542 150 / ⊙ A542 550 / *CHF 6.60*

**Set of blocks of four**
★ A542 160 / ⊙ A542 560 / *CHF 26.40*

### Covers

**Set on first-day cover C6**
⊙ A542 580 / *CHF 7.50*

**Single stamp on first-day cover C6 (4 covers)**
⊙ A542 600 / *CHF 10.20*

**Block of four on first-day cover C6 (4 covers)**
⊙ A542 630 / *CHF 30.00*

**Unstamped cover C6**
★ A542 700 / *CHF 0.90*

### Folder/collection sheet A5

★ A542 640 / ⊙ A542 650 / *CHF 7.40*

### Special sheet

"Swiss attractions" special sheet with
1× Geneva at CHF 1.00,
1× Landwasser Viaduct at CHF 1.20,
1× Rigi at CHF 1.90 and
1× Zermatt at CHF 2.50
★ A542 990 / *CHF 6.60*
This product is not supplied with the subscription.

**Key**
★ mint / ⊙ cancelled

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Philately: from 29.8.2024
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**Printing** Offset, 4-colour;
Joh. Enschedé, Haarlem, Netherlands

**Formats** Stamps: 32.5×40 mm
Sheet: 100×228 mm (open),
100×114 mm (folded)
(5 rows of 2 stamps)
Special sheet: 100×130 mm

**Paper** White stamp paper,
with optical brightener,
self-adhesive, on backing paper, 196 gm$^2$

**Perforation** Serpentine cut (4 sides)

**Design** Morgan Loyer, Geneva

# Small stamps, big impact

Not only are they limited, their production is also environmentally friendly: Swiss Post stamps. Sustainability is a big issue for Swiss Post, which, in addition to its environmental responsibilities, also assumes social responsibility.

**Copy: Maurus Held  Photos: Paolo Dutto**

Moving her hands deftly, Anne Popp packs two stamps each into little glassine bags. The one with the fondue pot is worth 1.50 francs, the one with the drawing of a woman's face (modern Helvetia) is worth thirty centimes more. Both are part of a limited-edition set for stamp enthusiasts and collectors. Their print run: 10,000 copies. "Once I've filled ten bags, I tie them together into a bundle," explains the 62-year-old. "Then we deliver them to the logistics center in Lyss to our customer – Swiss Post".

On this Tuesday morning, dozens of sheets of stamps are piled up on Popp's desk at a company run by the Brändi foundation in Lucerne, where she and around 100 other people with mental or physical disabilities work. The goal of the non-profit organization is to support Popp and the other employees with their professional, social and cultural integration. They provide commercial services, assemble industrial products or – like Popp – have been working since the beginning of the year in the newly created stamp packing department.

## Assuming social responsibility

The collaboration began with a Swiss Post invitation to tender aimed at a defined number of non-profit organizations. In the end, the Brändi foundation proved to be the most impressive. The purpose behind the tender: to assume social responsibility. "We set great store by this," says Hugo Treyer, Head of Production Management for Stamps & Philately at Swiss Post. "In future,

Anne Popp (left) and her colleague Drossos Vassiliki in the Brändi foundation workshop in Lucerne, where they pack two stamps into each little glassine bag.

*“Giving people like me the opportunity to work here benefits society as a whole.”*

*Anne Popp, employee of the Brändi foundation in Lucerne*

we want to work more closely than ever with sustainable organizations and assume our social responsibility."

Swiss Post today already analyses all of its procurement processes and supply chains very carefully, evaluating them on the basis of internationally applicable standards and labels. "This allows us to see when collaborations such as the partnership with the Brändi foundation are worth considering and make sense," explains Hugo Treyer. It's a win-win situation for both sides: Swiss Post can have its stamps packed at fair conditions, while the foundation can offer its employees additional work.

## Old stamps overprinted

Swiss Post pursues clearly defined sustainability goals. In addition to the aspects of "social responsibility" and "corporate governance", the Group is also mindful of its ecological footprint. Specifically, the stamps packed by Anne Popp in Lucerne are printed by Swiss Post using environmentally friendly ink on a natural basis.

Hugo Treyer explains that sometimes, the face value of stamp sheets that have not yet been sold can be adjusted in the event of a price update. "Instead of simply throwing the stamps away, we overprint our stocks." It saves considerable costs – and, of course, lots of paper. This is ecological sustainability in action.

Swiss Post uses only high-quality printing paper with the "Forest Stewardship Council" (FSC) label. This is an international certification system that promotes sustainable forestry.

## A job after 2 years of unemployment

Back in Lucerne: it's just before ten in the morning. Anne Popp has just packed the last sheets of stamps. The next stamps won't be long coming: a new Swiss Post limited-edition set is issued every three months. Popp is happy – after two years of unemployment, she is grateful for her 50 percent level of employment at the Brändi company. "Giving people like me the opportunity to work here benefits society as a whole," she says, placing a bundle of ten into the shipping box.

*"We want to focus even more closely on the issues of sustainability and social responsibility in the future and find solutions."*

*Hugo Treyer, Head of Production Management for Stamps & Philately at Swiss Post.*

The stamp with the fondue pot is worth 1.50 francs, the second is worth thirty centimes more. The Brändi employees tie ten full bags together into each bundle (below). The bundles are then prepared for transport and loaded into a box (right).

## Many facets

Sustainability has many facets – particularly at a company such as Swiss Post, which operates in such different markets. Our commitment to a harmonious environment and society reflects this diversity: in the field of climate protection, we are reducing our CO2 emissions, improving our energy efficiency and increasing our share of renewable energies. We advocate fair working conditions and ecological measures among our suppliers. And by supporting social and cultural projects, we give something back to the people in our country.
With our collector's magazine "Focus on stamps", Swiss Post's focus is also on sustainability: it is printed on $CO_2$-neutral, 100 percent recyclable paper – here in Switzerland, ensuring short delivery routes. It is packaged in transparent film, with 50 percent made from recycled material.

**Read more: what sustainability means for Swiss Post**

swisspost.ch/responsibility

# UNIQUE COLLECTOR'S ITEMS

Welcome to the world of exclusive collector's items that are outstanding due to their exceptional craftsmanship as well as their historical significance. Each fine gold and silver coin is limited edition, making these pieces coveted rarities. Immerse yourself in a collection that makes history and creates lasting value.

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175 g fine silver
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**CHF 275.00**

## Matterhorn PP

0.5 g fine gold
Pieces issued : 5'000

**CHF 64.90**

All prices include VAT. The product images may differ from the original size.

## Silver King of the North PP

**Polar Bear – Ultra High Relief 2024**

1 oz fine silver
Pieces issued : 1'000

**CHF 130.00**

## Gold King of the North PP

**Polar Bear – Ultra High Relief 2024**

1/4 oz fine gold
Pieces issued : 250

**CHF 900.00**

## Silver Lunar Dragon PP

**Proof domed coin – RAM 2024**

1 oz fine silver
Pieces issued : 7'500

**CHF 95.00**

In co-operation with

post.philoro.ch

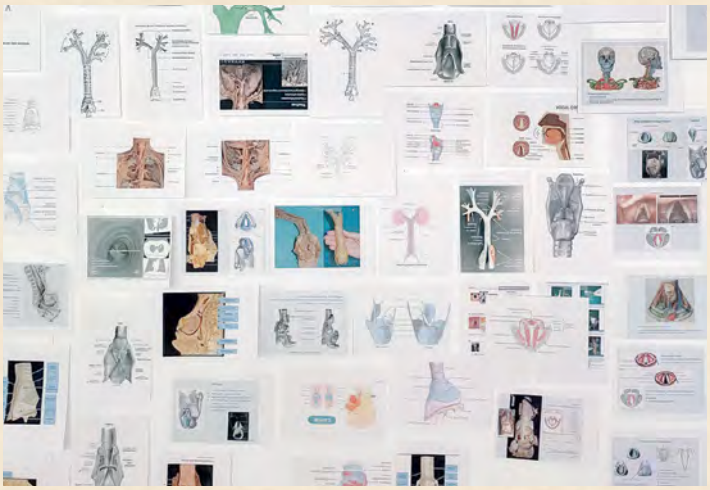
# A touch of magic

A plant? Or a human organ? In this design, artist Mirko Baselgia has the two flowing into each other – because the one cannot exist without the other. An origin story.

The question of whether a work of art strikes a chord depends on the person looking at it. But what was it that moved the actual artist during the act of creation? A look at the genesis of a picture can open up new perspectives, as shown once again by the current stamp, which originated as part of Swiss Post's commitment to art. A journey into the intellectual world of artist Mirko Baselgia:

## Artist's choice

Working together with the Swiss Post Art Committee, the Art Department invited four artists, each from a different part of the country, to take part in a design competition. All participants are represented with works in Swiss Post's art collection. They were asked to submit proposals relating to the current topics of the collection strategy. In its judgement, the stamp commission decided in favour of Mirko Baselgia's competition entry.



**Inspiration: conjoining structures**

"Thinking about the task of designing a stamp, and reflecting on the fact that it allows people to communicate with and connect to each other, I was moved to imagine an image that condenses the idea of the profound interdependence that connects people, not only to each other but also to other species, the elements and the environment. When I came across a picture of the human trachea, I realized that it looks like an upside-down tree. This gave rise to the idea of drawing a trachea rotated by 180 degrees with the contours of an imaginary tree. As a symbol of the indissoluble connection between human beings, animals and plants."

*On special paper made of bamboo*

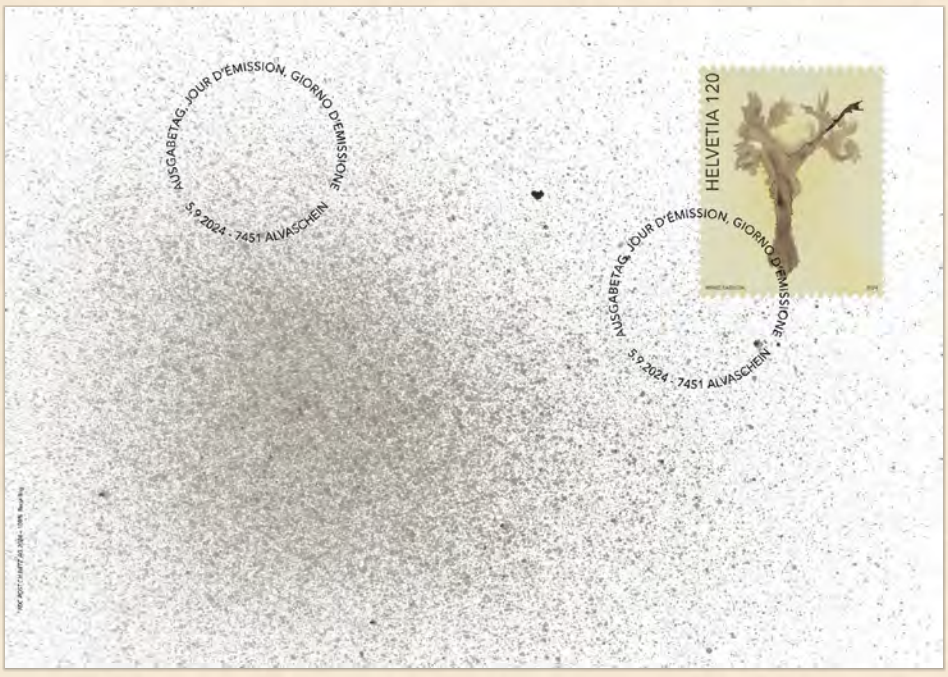
## Swiss Post's commitment to art

Since 1924, Swiss Post has been promoting and collecting contemporary art. Swiss Post's commitment to art offers a diverse platform for artists in Switzerland. It aims to promote Swiss art and to address and communicate issues and concerns that are of equal importance to Swiss society and Swiss Post.

swisspost.ch/commitment-to-art

**Materials: natural colour pigments**
"An awareness of the importance of respectful use of resources is reflected in the choice of materials. The drawing is crafted with an ink produced by the artist from walnut shells and an ink made from buckthorn berries, creating a further connection to the plant kingdom."

**Technique: breathed onto paper**
"When I started to draw the bronchial tree, I had too much ink on the paper and I made a spontaneous decision to blow into the little brown lake. A storm erupted and a hurricane blew over the paper landscape, leaving behind bronchial branches that I wouldn't have been able to draw. Because I couldn't muster up the patience at this stage to let the drawings dry completely, I decided to immediately spray the background of yellow buckthorn berry ink with a mouth atomizer, an airbrush system powered by breath. Then I went back to drawing again with walnut ink, and lo and behold, they began reacting with each other – the edges started to fray, the shapes started to reorganize themselves. After a few attempts along these lines, I ultimately got the result I was looking for."


AUSGABETAG, JOUR D'ÉMISSION, GIORNO D'EMISSIONE
5.9.2024 · 7451 ALVASCHEIN
HELVETIA 120
AUSGABETAG, JOUR D'ÉMISSION, GIORNO D'EMISSIONE
5.9.2024 · 7451 ALVASCHEIN

Single stamp on first-day cover C6, depicting the artist's breath as blown with colour pigments

## Products

**Stamps (self-adhesive)**

**Sheetlet of 8 stamps**
★ A543 311 / ⊙ A543 351 / *CHF 9.60*

**Single stamp**
★ A543 150 / ⊙ A543 550 / *CHF 1.20*

**Block of four**
★ A543 160 / ⊙ A543 560 / *CHF 4.80*

**Covers**

**Single stamp on first-day cover C6**
⊙ A543 580 / *CHF 2.10*

**Block of four on first-day cover C6**
⊙ A543 630 / *CHF 5.70*

**Sheetlet on first-day cover C5**
⊙ A543 590 / *CHF 10.80*

**Unstamped covers**
C6 (162×114 mm)
★ A543 700 / *CHF 0.90*
C5 (229×162 mm)
★ A543 701 / *CHF 1.20*

**Folder/collection sheet A5**

★ A543 640 / ⊙ A543 650 / *CHF 2.00*

**Key**
★ mint / ⊙ cancelled

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Branches: from 5.9.2024
to 30.9.2025 or while stocks last

**Validity** Unlimited from 5.9.2024

**Printing** Offset, 4-colour;
Gutenberg AG, Schaan,
Principality of Liechtenstein

**Formats** Stamp: 32.5×40 mm
Sheet: 192×115 mm
(2 rows of 4 stamps)

**Paper** Natural white stamp paper,
made from 100% bamboo fibres,
self-adhesive on backing paper, 196 gm$^2$

**Perforation** 13½:13¼

**Design** Mirko Baselgia, Alvaschein

Photos: Stefan Altenburger, Studio Mirko Baselgia, Oliver Kümmerli

Order using an order form or at postshop.ch

Overprint with new face value

# A second chance

**What's to be done with leftover stamps? In keeping with the principle of "turning old into new", Swiss Post overprinted two designs still left over in stock, giving them a new lease of life.**

Déjà vu? That's right: the two designs, of Lucerne and Brig railway stations, were originally issued in 2016 as part of the "Swiss railway stations" definitive stamp set. Because not all of them were sold and the face values have changed, the remaining stamps were simply lying around in stock. But the train for the stamps hasn't yet left the station: Swiss Post gave the "old" stamps a second chance by overprinting them with the current face values. "With these overprints, Swiss Post is not only creating a philatelic rarity, it is also conserving natural resources and taking a further step in the implementation of its sustainability strategy," says Kurt Strässle, Head of Culture and Partner Management at Swiss Post Philately.

**The first overprints**

The overprinting of face values is not a new method: when postage rates for domestic postal services were increased for the first time on 1 February 1915, Swiss Post overprinted old stamps as a temporary solution until the new stamps were issued. For example, on the so-called "used issue with overprint" of the Helvetia stamps, the 12 became a 13. The two-centime stamp as a supplementary stamp, on the other hand, was reduced to one centime. The adjustments were made using letterpress printing by the official mint of the Swiss Confederation in Bern (now Swissmint). The print run totalled an impressive 11.5 million.

For airmail, the first used issues appeared in 1935. The original 15-centime "Aeroplane over the Alps" stamp, designed by Karl Bickel, the most important stamp designer at the time, was subsequently overprinted with the number 10. As was the "Stylized 3-engine commercial aircraft" stamp. The overprints remained valid as supplementary stamps until the end of 1942.

Order using an order form or at postshop.ch

The first used issue with overprint from 1915.

The first overprints of airmail stamps appeared in 1935.

Special envelope including 2016 stamps

Limited to 2000 copies

Set on first-day cover C6

## Products

### Stamps (self-adhesive)

**Sheets of 50 stamps**
**1.00 Brig**
★ A568 361 / ⊙ A568 381 / *CHF 50.00*
**1.20 Lucerne**
★ A568 362 / ⊙ A568 382 / *CHF 60.00*

**Set**
★ A568 150 / ⊙ A568 550 / *CHF 2.20*

**Set of blocks of four**
★ A568 160 / ⊙ A568 560 / *CHF 8.80*

### Covers

**Set on first-day cover C6**
⊙ A568 580 / *CHF 3.10*

**Single stamp on first-day cover C6 (2 covers)**
⊙ A568 600 / *CHF 4.00*

**Block of four on first-day cover C6 (2 covers)**
⊙ A568 630 / *CHF 10.60*

**Unstamped cover C6**
★ A568 700 / *CHF 0.90*

### Folder/collection sheet A5

★ A568 640 / ⊙ A568 650 / *CHF 3.00*

### Special cover

**4 stamps (face value CHF 4.05) on C5 special cover**
⊙ A568 990 / *CHF 12.90*
This product is not supplied with the subscription.

**Key**
★ mint / ⊙ cancelled

## Technical information

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to 30.9.2025 or while stocks last

**Validity** Unlimited from 5.9.2024

**Printing** Offset, 5-colour;
Joh. Enschedé, Haarlem, Nederland /
Mastra Druck AG, Urtenen-Schönbühl

**Formats**
**1.00 Brig**
Stamp: 33×28 mm
Sheet: 180×380 mm open, 180×95 mm folded, 10 rows of 5 stamps
**1.20 Lucerne**
Stamp: 33×38 mm
Sheet: 180×500 mm open, 180×125 mm folded, 10 rows of 5 stamps

**Paper** White stamp paper, with optical brightener, self-adhesive, on backing paper, 196 gm²

**Perforation** Serpentine cut (4 sides)

**Design** Marc Weller, Bern

# An outgoing man and a nature lover

**Henri Guisan was born in Mézières (VD) in 1874 and went down in history as Switzerland's most popular general. His granddaughter tells us here what he was like personally and why she can still replicate his signature to this day.**

Guisanplatz, avenue Général Guisan or via Generale Guisan – many streets and squares in Switzerland have been named in honour of the former commander-in-chief of the Swiss Armed Forces. Now, 150 years after the birth of the admired general, Swiss Post is commemorating him with a stamp. Who was Henri Guisan? In this interview, his granddaughter Françoise von Tscharner-Decoppet* takes a look back.

**What was your relationship with your grandfather?**

I had a strong connection with him. After the Second World War, my brother and I always spent our summer holidays at his Verte Rive estate on the shores of Lake Geneva, where he taught me how to ride and passed on his passion for horses to me. While he wasn't a grandfather who tended to take things slowly, he showed and explained a great deal to us. As a former farmer, he remained a real nature lover and he had a lot to give us. We used to harvest fruit and vegetables for our meals in his garden. So I have many fond memories of him.

**How would you describe him?**

I found him to be a very sociable, outgoing and positive person. He often had people over or was asked out to events and occasions. Sometimes he took us with him. Whenever we were out and about together, he was recognized everywhere. I find it amazing that although he met so many people, he could remember who they were when he saw them again. He was always interested in people – and people very much admired him. He was an exceptional figure back then. And I also benefited from that from time to time.

Henri Guisan passed on his love of horses to his grandchildren.

**Now that sounds intriguing…**

When I got up to mischief at school, I had the sense that I was less likely to be scolded.

**How is it nowadays – are you often asked about your grandfather?**

No, not any more. Those days are gone.

**Partly because of the name perhaps?**

Not only that, I think. In the past – that is to say among my generation – people could make the connection from my maiden name Decoppet to Guisan. But today, Henri Guisan is no longer much of a presence in Switzerland's collective memory in general. By way of comparison: until the 1970s or 80s, it was still common for restaurants and households to have a picture of the general on the wall. That time is long gone – but I still think about him a lot.

**Now a new stamp is being dedicated to him – what do you think?**

I think that's very nice, of course. But there was another one before it. (Note: An earlier Henri Guisan stamp was issued in 1969)

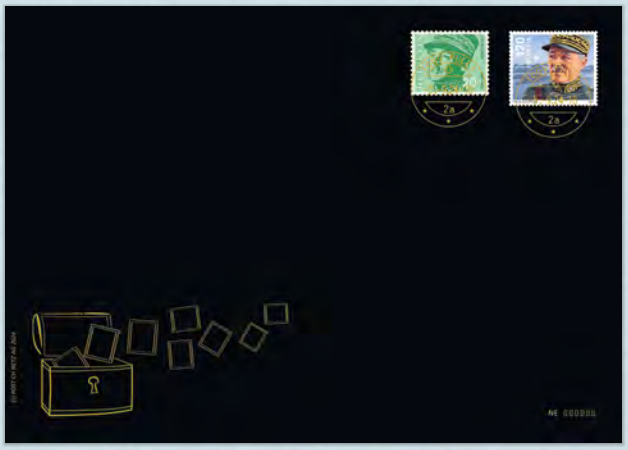
**Was Henri Guisan interested in stamps?**

Not that I know of. After the war, he continued to receive countless letters. When I was visiting him, I would go down to his office in the morning and help him open his many letters. It was very important to him to reply personally with his thanks. So I practised his signature, even as a small child, and I think I could still replicate it today.

*Note: Françoise von Tscharner-Decoppet does not wish to publish any personal information about herself. We respect her choice and our information focuses on her grandfather Henri Guisan.

Green fingers: granddaughter Françoise von Tscharner-Decoppet with her brother in Henri Guisan's vegetable garden.

Limited to 1500 copies



Special cover with the Henri Guisan stamp from 1969

More about the activities to mark the 150th anniversary of the birth of General Henri Guisan at guisan150.ch

Single stamp on first-day cover C6

## Products

### Stamps

**Sheet of 20 stamps**
★ A544 111 / ⊙ A544 511 / *CHF 24.00*

**Single stamp**
★ A544 150 / ⊙ A544 550 / *CHF 1.20*

**Block of four**
★ A544 160 / ⊙ A544 560 / *CHF 4.80*

### Covers

**Single stamp on first-day cover C6**
⊙ A544 580 / *CHF 2.10*

**Block of four on first-day cover C6**
⊙ A544 630 / *CHF 5.70*

**Unstamped cover C6**
★ A544 700 / *CHF 0.90*

### Folder/collection sheet A5

★ A544 640 / ⊙ A544 650 / *CHF 2.00*

### Special cover

**2 stamps (face value CHF 1.40) on black special cover C5, cancelled in gold**
⊙ A544 990 / *CHF 10.90*
This product is not supplied with the subscription. Order limit of 10 items.

**Key**
★ mint / ⊙ cancelled

## Technical information

**Sales**
Philately: from 29.8.2024 to 30.9.2025 or while stocks last
Branches: from 5.9.2024 to 30.9.2025 or while stocks last

**Validity** Unlimited from 5.9.2024

**Printing** Offset, 4-colour; Cartor Security Printers, Meaucé-La Loupe, France

**Formats** Stamps: 33×28 mm
Sheet: 194×140 mm, (4 rows of 5 stamps)

**Paper** White stamp paper, with optical brightener, matt gummed, 110 gm²

**Perforation** 13¼ : 13½

**Design** Pascal Glatzfelder, Riedholz

Photo: Françoise von Tscharner-Decoppet

Order using an order form or at postshop.ch

Single stamp on first-day cover C6

# Global postal traffic

**A postcard from overseas or a parcel from the other side of the world – the Universal Postal Union has been regulating the global postal system for 150 years now. Aimé Theubet, Director of International Affairs at Swiss Post, explains exactly what that means.**

Founded in 1874 and based in Bern, the Universal Postal Union is the world's second oldest international organization. Aimé Theubet represents Swiss Post in international postal organizations. Here he provides Focus on stamps with an insight into cooperation with the Universal Postal Union.

**Mr Theubet, what exactly does the Universal Postal Union do?**

The Universal Postal Union ensures that we have the ability to send consignments around the world. It makes cooperation between the 192 member states considerably easier, among other things, by defining norms and standards.

**Any examples?**

All over the world, the address is always placed at the bottom right. This may sound banal at first, but standardization of this kind is key to ensuring that all readers around the world can sort consignments. Another example is pricing policy: if a letter is sent from Switzerland to Japan, for example, Japan Post receives a fee for its delivery. The Universal Postal Union lays down the clearing system for these fees and sets the prices. It is essential for processes like this to be coordinated centrally.

**Why is it so important?**

Without the Universal Postal Union, all postal organizations would have to come to bilateral agreements with each other. It also plays an important role in quality assurance. For instance, it has a fund in place to provide financial support to member countries that are no longer able to guarantee delivery as a result of a lack of resources – for example if defective vehicles need to be replaced. Our goal is a worldwide postal network that is functioning at all times.

**What issues are currently at the top of the agenda?**

At present, the Universal Postal Union is focusing on adapting international postal products to future market requirements. International online retail has been booming for several years now, raising new questions about fair remuneration: for example, should a small product like a USB cable that is sent in an envelope be billed as a letter, or should it be billed as a parcel in the future? Because the effort required for sorting is the same as for parcels. Other key areas of global cooperation include maintaining competitiveness with private logistics companies, enhanced customs and security standards and achieving sustainability goals.

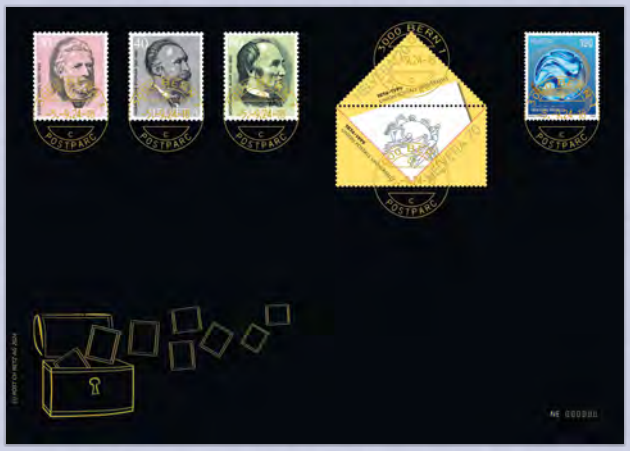
**What do you wish the Universal Postal Union on its 150th birthday?**

Many congratulations, of course – and the hope that the organization can retain its role as an exchange platform to ensure a secure future for the world's largest logistics network.

## David Odermatt

The stamp is the work of well-known animator and motion designer David Odermatt. His activities include façade projections and light installations such as the annual "Eonarium" light shows in the Offene Kirche St. Jakob church in Zurich. The design features a section of the animation created by Odermatt. Scanning the stamp will bring the topic of global communication and transport routes to life.

*Scan stamp and bring the globe to life!*



Special cover

*Limited to 1500 copies*

Photo: Raphael Hadad

## Products

### Stamps

**Sheet of 20 stamps**
★ A545 111 / ⊙ A545 511 / *CHF 38.00*

**Single stamp**
★ A545 150 / ⊙ A545 550 / *CHF 1.90*

**Block of four**
★ A545 160 / ⊙ A545 560 / *CHF 7.60*

### Covers

**Single stamp on first-day cover C6**
⊙ A545 580 / *CHF 2.80*

**Block of four on first-day cover C6**
⊙ A545 630 / *CHF 8.50*

**Unstamped cover C6**
★ A545 700 / *CHF 0.90*

### Folder/collection sheet A5

★ A545 640 / ⊙ A545 650 / *CHF 2.70*

### Special cover

**6 stamps (face value CHF 4.30) on black special cover C5, cancelled in gold**
⊙ A545 990 / *CHF 12.90*
This product is not supplied with the subscription. Order limit of 10 items.

**Key**
★ mint / ⊙ cancelled

## Technical information

**Sales**
Philately: from 29.8.2024 to 30.9.2025 or while stocks last
Branches: from 5.9.2024 to 30.9.2025 or while stocks last

**Validity** Unlimited from 5.9.2024

**Printing** Offset, 4-colour; Cartor Security Printers, Meaucé-La Loupe, France

**Formats** Stamp: 28×33 mm
Sheet: 140×190 mm (5 rows of 4 stamps)

**Paper** White stamp paper, with optical brightener, matt gummed, 110 gm²

**Perforation** 13½:13¼

**Design** David Odermatt, Schlieren

**Order using an order form or at postshop.ch**

GRUSS AUS LUZERN
Je n'oublie pas votre collection chère Rosa, et les vue de cette charmante ville, l'embelvia beaucoup.
Eugénie
4828

175 years Swiss Post

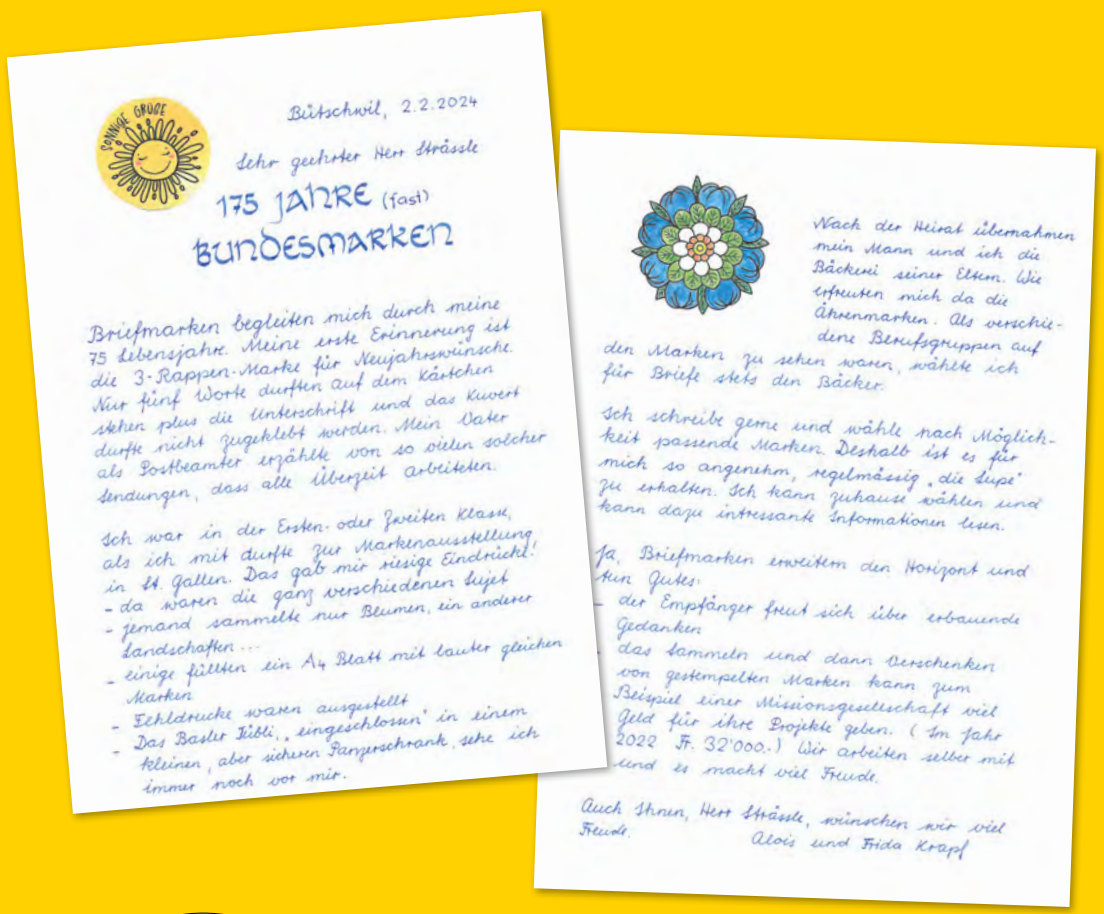
# "Greetings from..."

Switzerland introduces the postcard in 1870. The postage costs just half that of a letter. As tourism takes off, the following decades see a veritable boom in postcards.

# Readers' letters

Frida Krapf's handwriting is perfect and she gives us an insight into her life in her letter: her father was a postmaster and from her first year of primary school, she got to go with him to the stamp exhibition in St. Gallen, which is how she learned to appreciate and love the little works of art. On the one hand she's a passionate stamp enthusiast who likes to match her stamps to the topic of her letters when she can. On the other hand, she's also a collector, and for a good cause: she puts up her collected cancelled stamps for sale and donates all proceeds to charitable projects. With her husband Alois, she ran a bakery in Bütschwil (SG) from 1973 to 2010 and since their retirement, they have both been sacristans in the chapel on the Schwägalp pass.

Thank you very much, Mrs Krapf, for this lovely letter you sent us!


Bütschwil, 2.2.2024

Sehr geehrter Herr Strässle

175 JAHRE (fast)

BUNDESMARKEN

Briefmarken begleiten mich durch meine 75 Lebensjahre. Meine erste Erinnerung ist die 3-Rappen-Marke für Neujahrswünsche. Nur fünf Worte durften auf dem Kärtchen stehen plus die Unterschrift und das Kuvert durfte nicht zugeklebt werden. Mein Vater als Postbeamter erzählte von so vielen solcher Sendungen, dass alle überzeit arbeiteten.

Ich war in der Ersten- oder Zweiten Klasse, als ich mit durfte zur Markenausstellung in St. Gallen. Das gab mir riesige Eindrücke!
- da waren die ganz verschiedenen Sujet
- jemand sammelte nur Blumen, ein anderer Landschaften ...
- einige füllten ein A4 Blatt mit lauter gleichen Marken
- Echtdrucke waren ausgestellt
- Das Basler Tübli, „eingeschlossen" in einem kleinen, aber sicheren Panzerschrank, sehe ich immer noch vor mir.

Nach der Heirat übernahmen mein Mann und ich die Bäckerei seiner Eltern. Wir erfreuten mich da die Ahnenmarken. Als verschiedene Berufsgruppen auf den Marken zu sehen waren, wählte ich für Briefe stets den Bäcker.

Ich schreibe gerne und wähle nach Möglichkeit passende Marken. Deshalb ist es für mich so angenehm, regelmässig „die Lupe" zu erhalten. Ich kann zuhause wählen und kann dazu interessante Informationen lesen.

Ja, Briefmarken erweitern den Horizont und sind Gutes:
- der Empfänger freut sich über erbauende Gedanken
- das sammeln und dann verschenken von gestempelten Marken kann zum Beispiel einer Missionsgesellschaft viel Geld für ihre Projekte geben. (Im Jahr 2022 Fr. 32'000.-) Wir arbeiten selber mit und es macht viel Freude.

Auch Ihnen, Herr Strässle, wünschen wir viel Freude.

Alois und Frida Krapf

*"I enjoy writing and I choose fitting stamps when I can. Which is why it's so pleasant for me to receive "Focus on stamps" on a regular basis. I can make my choices at home and read interesting information about them."*

***Frida Krapf, Emmenbrücke (LU)***

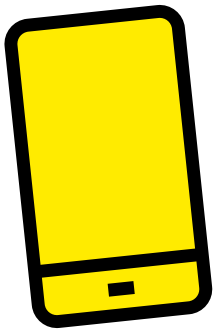
Images: Museum of Communication, Bern; zvg; iStock

# Philately universe

## Dialogue

### Visit us on our social media channels

Swiss Post is active on the following social networks: Instagram, Facebook, LinkedIn, TikTok, YouTube, X (formerly Twitter). Follow us on the social networks – so you're always up to date. We look forward to reading your comments.



### Readers' letters

Surprising, unusual, inspiring: share your philatelic discoveries with us, or simply tell us about your reactions as you read the magazine.

Write to us at:
**Post CH Network Ltd**
**Swiss Post Contact Center**
**Stamps & Philately**
**Wankdorfallee 4**
**3030 Berne**

**stamps@post.ch**

### We want to know!

For the quick and anonymous survey, simply scan the QR code:

**feedback.post.ch/lupe**

**Did you know?**

## Sights set high

That's not the Matterhorn – it's Mount Everest in the Himalayas. At 8,848 metres above sea level, it's the highest mountain in the world – but you probably already knew that. But did you know that it's also the location of the world's highest post office (China Post), in the base camp at around 5,200 metres above sea level? It was just a "post office tent" to begin with, before being converted into a robust post office container, where you can not only send postcards, but also letters and even parcels. There are postal products and souvenirs on sale, or you can simply relax, drink water and stock up on information (for example about nature/the surroundings or the weather). And then it's just 19 more kilometres (and 3,648 metres in altitude) up to the famous mountain peak…

Special stamp **Animal symbolism**

*Scan stamps and find out more about the symbolism of the animals in the memo game.*

Set on first-day cover C6

# When animals speak

**Whether purely decorative or spiritual, there's a broader meaning behind each of these four animal stamp illustrations. Which animal is saying what?**

Stubborn as a donkey, cunning as a fox, busy as a bee – the list could go on and on. The many turns of phrase relating to animals alone show just how deeply their symbolism is rooted in society. In fairy tales, for example, there's the big bad wolf, and in the Bible it's the snake who tempts us to sin. A tattoo of a lion on the arm is thought to give courage, while a silver-coated elephant on a necklace is a personal spirit animal close to someone's heart.

### Four designs, four animals

Each of the four native animals on the new stamp designs are also attributed a special meaning: the long-eared owl sitting in a sweet chestnut tree represents intelligence, wisdom and intuition. The banded demoiselle in the middle of yellow irises symbolizes renewal, adaptation and luck. Similarly, the seven-spot ladybird also spreads luck and hope. Meanwhile, the red squirrel in the oak tree is said to bring foresight, speed and agility. And which is your favourite animal?

**Event**
7 September 2024 / Location: Lausanne 1 Dépôt
Programme and more information at: swisspost.ch/stamps

## Products

**Stamps (self-adhesive)**

**Sheet of 10 stamps**
**1.00 Owl**
★ A541 361 / ⊙ A541 381 / *CHF 10.00*
**1.00 Dragonfly**
★ A541 362 / ⊙ A541 382 / *CHF 10.00*
**1.20 Ladybird**
★ A541 363 / ⊙ A541 383 / *CHF 12.00*
**1.20 Squirrel**
★ A541 364 / ⊙ A541 384 / *CHF 12.00*

**Set**
★ A541 150 / ⊙ A541 550 / *CHF 4.40*

**Set of blocks of four**
★ A541 160 / ⊙ A541 560 / *CHF 17.60*

**Covers**

**Set on first-day cover C6**
⊙ A541 580 / *CHF 5.30*

**Single stamp on first-day cover C6 (4 covers)**
⊙ A541 600 / *CHF 8.00*

**Block of four on first-day cover C6 (4 covers)**
⊙ A541 630 / *CHF 21.20*

**Unstamped cover C6**
★ A541 700 / *CHF 0.90*

**Folder/collection sheet A5**

★ A541 640 / ⊙ A541 650 / *CHF 5.20*

**Key**
★ mint / ⊙ cancelled

## Technical information

**Sales**
Philately: from 29.8.2024 to 30.9.2025 or while stocks last
Branches: from 5.9.2024 to 30.9.2025 or while stocks last

**Validity** Unlimited from 5.9.2024

**Printing** Offset, 5-colour; Joh. Enschedé, Haarlem, Netherlands

**Formats**
**1.00 Owl / 1.20 Squirrel**
Stamp: 28×33 mm
Sheet: 82×228 mm open, 82×114 mm folded, 5 rows of 2 stamps
**1.00 Dragonfly / 1.20 Ladybird**
Stamp: 33×38 mm
Sheet: 82×198 mm open, 82×99 mm folded, 5 rows of 2 stamps

**Paper** White stamp paper, with optical brightener, self-adhesive, on backing paper, 196 gm²

**Perforation** Serpentine cut (4 sides)

**Design** Lisa Voisard, Lausanne

Order using an order form or at postshop.ch

Stamp set for children

# Mountain hares and ladybirds

Skiing in summer? That's exactly what Phila and Franco try out in the comic strip in the current "mini Focus on stamps". Their inspiration came from the Zermatt design in the "Swiss attractions" series, which is included in the set. The stamps on the theme of animal symbolism offer great animal-themed fun for collectors. Among them is the ladybird, which as every child knows, brings good luck. But what about the owl? If the wise long-eared owl is to your liking, you can follow the instructions to make one out of felt.

The stamp set for children is available at postshop.ch and all Swiss Post branches as a single issue for 12 francs or at a discounted rate on subscription at swisspost.ch/stamp-subscriptions.

*Extract from the current stamp set for children*

### Product

**Stamp set for children**
German / ★ A547 901 / *CHF 12.00*
French / ★ A547 902 / *CHF 12.00*
Italian / ★ A547 903 / *CHF 12.00*

**Key**
★ mint / ʘ cancelled

### Technical information

**Length:** 20 pages

**Contents:** Six stamps valid for postage, one cancelled stamp, three postcards to colour in

**Topics:** Stamp collecting, puzzles, information for collectors, arts and crafts, writing, comic, postal service knowledge, recipe

**Face values included:** CHF 5.60

**Publication:** Four times a year

**Suitable for:** Children between the ages of seven and ten

**Subscription:**
swisspost.ch/stamp-subscriptions
or +41 848 66 55 44

Order using an order form or at postshop.ch

175 years Swiss Post

# Go on an anniversary tour

Solve puzzles about the past and present of Swiss Post, visit a parcel center or take a look behind the scenes at a branch: Swiss Post invites the public to join in the celebrations of its 175th anniversary. You can take part in treasure hunts (combined with a competition), visit exhibitions and take tours of various company locations, such as logistics centers or PostBus stations. Or go to the family days at the Museum of Communication in Bern.

You can find information about the activities at swisspost.ch/175-anniversary.

**Would you like to learn more about letter writing?**
Visit Swiss Post's subject-specific website
post.ch/brieffreude

Writing tips

# Capture your memories of the summer

Surrender to the art of writing! Take the time to sit out in the sun and share your experiences with your loved ones.

Writing letters and postcards is a time-honoured way of setting down precious personal moments. We have five tips for you on getting it right:

#Brieffreude

1 **Find an inspiring place**
Write in a place that inspires you, for example on a sunny terrace, on the seafront or in the shade of a tree to help you to convey the summer atmosphere in your lines.

2 **Capture the moment**
Write about the particulars of your surroundings and describe your impressions of the land-scape and at-mosphere around you to give your recipient a sense of your holiday.

3 **Evoke the flavours of summer**
A handmade ice cream, a delicious barbecue, fruit picked straight from the tree – share your culinary highlights by describing how they tasted.

4 **Use visual elements**
Why not add an artistic touch to your words? Include a drawing, collage or other small memento in the enve-lope with your letter.

5 **Choose the right stamp**
Make sure that the stamp on your letter is enough to co-ver its weight and destination. You can also choose stamps that reflect your subject to give your letter a nice additional visual touch.

Photo: iStock

Innovation

# Stamps (also) tell digital stories

**Did you know? You can scan stamps using the Post-App, opening up a virtual world to explore.**

Stamps are great for telling stories. These little masterpieces are adorned with thousands of illustrations on paper that tell the full story of our country and its societies. But what do they tell us in this age of multimedia, where everyone is talking about OpenAI, chatbots, stories and QR codes? Get the Post-App to find out. Scan the stamps provided and you can enjoy a digital journey. "Swiss Post has created a digital platform where there's always more to discover. We started out with stamp issue 1/24 – "Natural patterns" – and this will be expanded over time," explains Julien Jordan, Product Manager at Swiss Post Stamps & Philately. Additional information, close-ups, mini-games, videos – there are plenty of multimedia options to choose from. "We want to build a whole world where you can lose yourself for hours, discover new things and enjoy many surprises."

Scannable stamps in the 1, 2 and 3/24 issues

Natural patterns (all 9 stamps in this set can be scanned); 150 years compulsory school; 100 years Swiss Agricultural Technology; Swiss attractions (all 4 stamps in this set can be scanned); 150 years Universal Postal Union; Animal symbolism (all 4 stamps in this set can be scanned).

*"Swiss Post has created a digital platform where there's always more to discover."*

*Julien Jordan, Product Manager Stamps & Philately*

## How does it work in practice?

**1. Download the free Post-App onto your smartphone (for iOS in the App Store, for Android at Google Play).**

**2. Open the app and select the "scan" function at the bottom right of the screen.**

**3. In the "Scan" function, switch to "Scan stamps / images" at the bottom right.**

**4. Hold the camera over the stamp image, the stamp will be scanned automatically.**

EUROPA joint product

# Underwater fauna and flora

This folder includes the nine 2024 EUROPA original stamps for Liechtenstein, Austria, Germany, Luxembourg, the Netherlands and Switzerland. This issue, which has become a fine tradition, includes fascinating background information on the various underwater worlds.

**Vote now**
Voting for the best EUROPA stamp 2024 will be open until 9 September. Why not join in?
You can find the online vote at europastamps.eu/europa2024

**Joint product**
★ A530 990 / *CHF 28.95*
This product is not supplied with the subscription. The joint product is available in German only.

Issuing programme

## Anticipation is the greatest feeling

Issue date: 7 November 2024 Featured in: Focus on stamps 4/2024

| | |
|---|---|
| 2.20 | **Globine** |
| 1.20 | City |
| 1.00 | Nature |
| 2.20 | **Giants of the Ice Age** |
| 1.20 | Woolly mammoth |
| 1.00 | Woolly rhinoceros |
| 29.00 | **Art in architecture** – Limited special edition 2024 Harald Nägeli |
| 3.30 | **Pro Juventute – Constant change** |
| 1.20 + 0.60 | Red |
| 1.00 + 0.50 | Green |
| 1.20 + 0.60 | **Stamp Day Zurzach** |
| 6.60 | **Christmas** |
| 1.00 | Christmas tree |
| 1.20 | Christmas bauble |
| 1.90 | Star |
| 2.50 | Snow crystal |

Subject to change.
As at: July 2024

Event calendar

## See you soon?

**5 September**
**Issue date 3/2024**

**7 September**
**Animal symbolism event**
Lausanne 1 Dépôt branch (CH)

**26 September**
Publication date of
**Focus on stamps 4/2024**

**24 to 26 October**
**International Stamp Show**
Ulm (DE)
Visit our sales stand with cancellation service

**7 November**
**Issue date 4/2024**

**7 to 9 November**
**77th Salon philatélique d'Automne**
Paris (FR)
Visit our sales stand with cancellation service

**21 to 23 November**
**Stamp Day 2024 Zurzach**
Bad Zurzach (CH)
Visit our sales stand with cancellation service

**21 to 23 November**
**139a Veronafil**
Verona (IT)
Visit our sales stand with cancellation service

**6 to 7 December**
**Christmas branch**
Bern-Bethlehem (CH)
Visit our sales stand with cancellation service

The right to make updates and changes is reserved. The latest version can always be found at swisspost.ch/collecting-stamps.

Colourful stamps

# Everything your heart desires

2023 year set

2023 year book

2023 year set with
first-day covers (FDC)

## Products

**Issue set with single stamps 3/2024**
The single stamps and sets in the 3/2024 issue are displayed on a free A5 backing card and protected with cellophane wrapping.
★ A546 150 / ⊙ A546 550 / *CHF 20.00*

**Issue set with first-day covers (FDC) 3/2024**
The first-day covers with single stamps and sets in the 3/2024 issue are combined in one free cover.
⊙ A546 580 / *CHF 26.40*

**2023 year set**
All Swiss stamps for 2023, clearly laid out on four handy display cards with transparent protective sleeve.
★ A492 320 / ⊙ A492 820 / *CHF 75.25*

**2023 year set with first-day covers (FDC)**
All first-day covers (FDC) in 2023 – including the single stamps, sets or miniature sheets with the respective first-day cancellations.
⊙ A492 530 / *CHF 109.15*

**2023 year book**
Representing a valuable record of our times, the year book presents all Swiss stamps and first-day cancellations for 2023, along with an exclusive black print, on over 100 pages in four languages (de/fr/it/en).
★ A491 830 / ⊙ A491 831 / *CHF 89.00*

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The Austrian red unicorn was issued in 2019.

The first Swiss crypto stamp "Swiss Crypto Stamp 1.0" issued in 2021.

Collecting

# Crypto stamps in packs of one hundred

**Luc Mangin has been a passionate philatelist for 50 years and owns a large and rare collection of crypto stamps.**

Soon to be 60, the native of Lorraine lives in Paris and has been fascinated by stamps and the world of postal services since he was eight years old. He works in crisis management at France's La Poste. Luc loves stamps of all kinds. He's also fascinated by crypto philately.

His son, who is studying art, showed him the way. He started building up a collection of NFT stamps four years ago. "I googled 'NFT + stamps' and came across a whole universe," says the collector. His specialized collection includes 350 physical crypto stamps and 800 NFTs from around 30 different postal services.

**Fantastic creativity**

An extremely rare red unicorn from Austria, an NFT in the form of a section of a painting on display in the Liechtenstein National Museum, a Polish collection of balloons that sold out within minutes: in the world of crypto philately, there's no shortage of surprises and innovations.

"I love the creative marketing of the postal organizations. There are no limits when it comes to crypto stamps," explains Luc with a warm smile. His favourite collection? The Faroe Islands one, where the NFTs are linked to the weather forecasts for the archipelago. His rarest? A Malaysian crypto with an issue of only 37 stamps. One he'd like to have? The renowned Austrian red unicorn.

**Swiss rarity**

The collector appreciates the Swiss stamp issues and the ability to acquire both the physical stamps and the associated NFTs. He started collecting crypto stamps in 2021, "just as Switzerland was issuing its first collection." He was unable to get hold of number 13, the "Pilatus with dragon", which was limited to only 50 stamps and which today fetches dizzyingly high prices. Swiss Post, he says, along with the Austrian postal service, was among the first to deliberately make some of their collections rarities.

2023 Faroe Islands crypto stamp

The "In the skies" crypto stamp issued by the Polish postal service in 2024.

"I also liked the dog collection, which was created with the help of AI. It combines aspects of the traditional, like Swiss dogs, with aspects of the innovative, like AI and the rarity of certain stamps." He is still lacking four stamps from this 2023 collection because they were already gone by the time he clicked the button.

**Meeting of the generations**

In the world of crypto stamps, Luc Mangin has noticed that in contrast to traditional philately, there are many young people involved. "Among traditional philately enthusiasts, I'm one of the 'young guard'. At the blockchain and NFT meetings, it's the other way round." He observes that traditional philatelists are becoming more and more receptive to new information. And that young people for their part are also asking questions about traditional philately. In his view, this new type of stamp, where blockchain and philately meet, heralds a generational change.

## Short glossary

A ***crypto stamp*** is a physical stamp with a digital counterpart on a blockchain, issued by or on behalf of a designated postal operator. The physical stamp can be used for postal services, while its digital counterpart serves as an ***NFT*** collectible (official UN definition).

An ***NFT*** (non-fungible token) is the digital twin of the postage stamp. It is stored on a ***blockchain***. An NFT represents a unique object and proves sole ownership of a crypto stamp.

The ***blockchain*** is a digital directory. The information it contains is secured "cryptographically" – i.e. by means of digital signatures – making the blockchain tamper-proof, transparent and verifiable.

A ***wallet*** is a personal digital portfolio you can use to store your cryptographic keys and access your digital assets (cryptocurrencies or NFTs).

You can find the various stamp issues and a more detailed glossary on the crypto stamp website.

crypto-stamp.post.ch

Illustrations: Österreichische Post, Posta Faroe Islands, Poczta Polska S.A., iStock

**It's collection fever time!**
Get your Swiss Crypto Stamps 4.0 now. Order using the order form. or at postshop.ch/crypto-stamp

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